

U.S. Department of Justice  
Washington, DC 20530

OMB No. 1124-0002; Expires July 31, 2023

**Supplemental Statement**  
**Pursuant to the Foreign Agents Registration Act of**  
**1938, as amended**

For 6 Month Period Ending 12.31.20

(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant

BLJ Worldwide, LTD.

(b) Registration Number

5875

(c) Primary Business Address

1359 Broadway, Suite 1102  
New York, NY 10018

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- |                           |                              |                             |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship           | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation            | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- |                          |                              |  |
|--------------------------|------------------------------|--|
| (1) Name                 | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices       | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSES TO ITEMS 3, 4, 5, AND 6.**

3. If the registrant previously filed an Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period. Yes ☐ No ☐

If yes, has the registrant filed an updated Exhibit C? Yes ☐ No ☒

If no, please file the updated Exhibit C.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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(b) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Ceased
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5. (a) Has any person named in Item 4(a) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

Name	Foreign Principal(s) Represented	Services
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(b) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
Amy Rosen	President	12.31.20
John Cpin	Managing Director	11.30.20
Marissa Hutton	Account Executive	11.5.20

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
John Cpin	Managing Director	Embassy of Pakistan	11.19.20
Amy Rosen	President	Embassy of Pakistan	11.19.20
Marissa Hutton	Account Executive	China- United States Exchange Foundation	11.5.20

6. Have short form registration statements been previously filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement or submitted with this filing? Yes ☒ No ☐

If no, list names of persons who have not previously filed the required statement or are not submitting a short form with this filing.

**II - FOREIGN PRINCIPAL**

7. Has the registrant's connection with any foreign principal(s) ended during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Foreign Principal	Date of Termination
The Embassy of the People's Republic of China in the United States	9.28.20
The Islamic Republic of Pakistan in the United States	11.19.20

8. Has the registrant added any new foreign principal(s)<sup>2</sup> during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Added
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9. In addition to those named in Items 7 and 8, if any, list the foreign principal(s) whom the registrant continued to represent during the 6 month reporting period.

China- United States Exchange Foundation

10. (a) Has the registrant filed Exhibits A and B for the newly added foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes ☐ No ☐ N/A ☒

Exhibit B<sup>4</sup> Yes ☐ No ☐ N/A ☒

If no, please file the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal(s) whom the registrant represented during this 6 month period?

Yes ☐ No ☒

If yes, has the registrant filed an amendment to these exhibits? Yes ☐ No ☒

If no, please file the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

## III - ACTIVITIES

11. During this 6 month reporting period, has the registrant engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail all activities and services:

Foreign Principal  
See attached.

Activities/Services

12. During this 6 month reporting period, has the registrant, on behalf of any foreign principal, engaged in political activity<sup>5</sup> as defined below? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers and subject matter. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's political activities.  
See attached.

Set forth below in the required detail the registrant's political activities.

Foreign Principal	Date	Contact	Method	Purpose
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13. In addition to the above described activities, if any, has the registrant engaged in activity or rendered any services on its own behalf which benefits the registrant's foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

Foreign Principal

Activities/Services

<sup>5</sup> "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

**IV - FINANCIAL INFORMATION****14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, has the registrant received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, please explain why no monies were received.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Foreign Principal See attached.	Date Received	From Whom	Purpose	Amount	Subtotal
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Total

**(b) RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, has the registrant received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, has the registrant previously filed an Exhibit D<sup>8</sup> to its registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

If no, please file the required Exhibit D.

**(c) RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, has the registrant received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	From Whom	Purpose	Thing of Value
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<sup>6, 7</sup> A registrant is required to file an Exhibit D if he/she collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

<sup>8</sup> An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

<sup>9</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

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15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, has the registrant disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement or transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain why no disbursements were made.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Foreign Principal	Date	Recipient	Purpose	Amount	Subtotal
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Total



(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, has the registrant disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Foreign Principal	Date	Recipient	Purpose	Thing of Value
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(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, has the registrant (or any short form registrant) from its own funds and on its own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Donor	Political Organization/Candidate	Method	Amount/Thing of Value
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<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

## V - INFORMATIONAL MATERIALS

(PAGE 8)

16. (a) During this 6 month reporting period, has the registrant prepared, disseminated or caused to be disseminated any informational materials?<sup>12</sup> Yes ☐ No ☒

(b) If yes, identify each such foreign principal for which informational materials were disseminated and respond to the remaining items in this section.

17. During this 6 month reporting period, has a budget been established or specified sum of money allocated to finance the registrant's activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, and specify the period of time and the amount.

Foreign Principal	Period of Time	Amount
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18. During this 6 month reporting period, has the registrant's activities in preparing, disseminating or causing the dissemination of informational materials included the use of any of the following:

<input type="checkbox"/> Magazine or newspaper	<input type="checkbox"/> Advertising campaigns	<input type="checkbox"/> Press releases	<input type="checkbox"/> Pamphlets or other publications
<input type="checkbox"/> Lectures or speeches	<input type="checkbox"/> Radio or TV broadcasts	<input type="checkbox"/> Motion picture films	<input type="checkbox"/> Letters or telegrams
<input checked="" type="checkbox"/> Email			

☐ Website URL(s): \_\_\_\_\_

☐ Social media websites URL(s): \_\_\_\_\_

☐ Other (specify) \_\_\_\_\_

19. During this 6 month reporting period, has the registrant prepared, disseminated, or caused to be disseminated informational materials among any of the following groups:

<input type="checkbox"/> Public officials	<input type="checkbox"/> Newspapers	<input type="checkbox"/> Libraries
<input type="checkbox"/> Legislators	<input type="checkbox"/> Editors	<input type="checkbox"/> Educational institutions
<input type="checkbox"/> Government agencies	<input type="checkbox"/> Civic groups or associations	<input type="checkbox"/> Nationality groups
<input type="checkbox"/> Other (specify) _____		

20. Indicate the language used in the informational materials:

☐ English ☐ Other (specify) \_\_\_\_\_

21. Has the registrant filed with the FARA Unit, U.S. Department of Justice a copy of each item of such informational materials prepared, disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

If no, please file the required informational materials.

22. Has the registrant labeled each item of such informational materials with the statement required by Section 4(b) of the Act? Yes ☐ No ☐

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.



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VI - EXECUTION

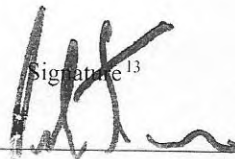
In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date

Printed Name

2.1.21

Peter Brown

Signature<sup>13</sup>

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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

BLJ WORLDWIDE

FARA REG. NO. 5875

ATTACHMENT TO THE SUPPLEMENTAL STATEMENT FOR JULY 1, 2020 TO  
DECEMBER 31, 2020

*11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement?*

**The China-US Exchange Foundation:** CUSEF, a non-government non-profit entity based in Hong Kong, engages in promoting relations and facilitating exchanges between China and the United States. We shared information about the Foundation's work to various audiences and provided virtual media support. We also support the CUSEF.org.hk website and LinkedIn page, which include drafting content and performing periodic general promotional activities.

**Embassy of the People's Republic of China to the U.S.:** From 30 May 2017 to 28 September 2020 BLJ Worldwide supported the Embassy of the People's Republic of China to the United States in its communications and public diplomacy efforts.

**Embassy of the Islamic Republic of Pakistan to the U.S.:** From 19 July 2019 to 19 November 2020 BLJ Worldwide supported the Embassy of the Islamic Republic of Pakistan to the United States in its communications and public diplomacy efforts.

*12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity as defined below? If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.*

**The China-US Exchange Foundation:** CUSEF, a non-government non-profit entity based in Hong Kong, engages in promoting relations and facilitating exchanges between China and the United States. We shared information about the Foundation's work to various audiences and provided virtual media support for the Foundation. BLJ also helped CUSEF to engage openly with past China delegation participants including graduate students through virtual roundtables, events and a newsletter. We supported outreach to media for the following outlets:

- The Hill
- AP
- NPR
- Bloomberg

**Embassy of The People's Republic of China to the United States:** BLJ and the Embassy of China have endeavored to focus on the following areas of work: 1) media training; 2) media monitoring; 3) social media; 4) strategic communications guidance and support; 5) public diplomacy support.

BLJ and the Embassy conducted three media training sessions for a group of diplomats.

BLJ conducted daily media monitoring reports for the Embassy accompanied with recommendations for action. BLJ has endeavored to provide the Embassy with media monitoring of key issues and assist in crisis management and communications when necessary.

BLJ conducted daily social media monitoring briefs. BLJ helped the Embassy maintain and enhance its social media presence, including through assistance in content curation, creation, and editing.

BLJ assisted the Embassy in crafting, editing, and placing op-eds until June 1, 2020. BLJ produced talking points for the Embassy. BLJ helped the Embassy develop the concept ideas for events to commemorate the National Day of the People's Republic of China.

**The Embassy of the Islamic Republic of Pakistan in the United States:** From 19 July 2019 to 19 November 2020 BLJ and the Embassy of Pakistan have endeavored to focus on the following key areas of work: 1) media relations; 2) media monitoring; 3) social media; 4) message development and key issues briefings; 5) public diplomacy support; 6) crisis communications; 7) securing and promoting webinars and virtual events; 8) supporting additional media relations for Pakistan Consulates in Houston, Los Angeles, Chicago, and New York; 9) increasing influencer relationships and facilitating networking opportunities.

BLJ and the Embassy coordinated multiple webinars around issues of interest to Pakistan, including the current situation of Kashmir and tourism promotion.

BLJ conducted daily media monitoring reports for the Embassy, as well as a daily and weekly social media monitoring reports and accompanied recommendations for action. Further, BLJ created targeted issues briefs that offer synopsis regarding media coverage about Pakistan and other relevant news stories. BLJ provided the Embassy with monitoring of daily international news and offered crisis management and communications support when necessary.

BLJ helped the Embassy maintain and enhance its social media presence, including through the assistance in content curation, creation, and editing. BLJ assisted the Embassy in drafting, editing, and placing op-eds. Further, BLJ helped the Embassy organize virtual events (since March 2020) on special commemorative days and holidays and on targeted key issues, mainly tourism promotion.

BLJ supplied the Embassy with suggested strategies and tactics to enhance its public diplomacy, as well as with ideas on how to strengthen its engagement with influencers, academic, social and business leaders.

BLJ WORLDWIDE

FARA REG. NO. 5875

## ATTACHMENT TO THE SUPPLEMENTAL STATEMENT FOR JULY 1, 2020- DECEMBER 31, 2020

## 14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? (YES)

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.

DATE	FROM WHOM	PURPOSE	AMOUNT
(thru) 12/31/20			
12/31/20	China-U.S. Exch Found	Fees	\$313,200.00
12/31/20	Embassy of China	Fees	\$ 48,000.00
12/31/20	Embassy of Pakistan	Fees	\$229,032.26
		<b>TOTAL</b>	<b>\$590,232.26</b>

